

**Design Committee Minutes**  
**April 23rd, 2012**  
**Downtown Whitewater Office**  
**150 W. Main St. 8:00 AM**

Members Present: David Saalsaa, Roni Telfer, Richard Helmick, Rick Fassel

Absent: Bonnie Minette, Latisha Birkeland

1. Meeting was **called to order** at 8:01am.
2. Rick Fassel moved Richard Helmick seconded **approval of minutes** from the March 26th, 2012 meeting. Approved.
3. David presented an update on the **Phantom Galleries** project for downtown.  
D'Quisto will provide a space. Luis is also interested..  
David and Roni are meeting with Linda Long of WAA for further planning.
4. David and Richard led a discussion of **Downtown street scape vegetation**

David had sent out synopsis of meeting with McKay Nursery, and an inventory of trees. They recommended keeping 3 (three) Lindens. The DNR is recommending removal of Ash trees due to the Emerald Ash Borer. David reminded the group the Design has been instructed by Kevin Brunner to research this issue.

Design committee will be working with Chuck Nass on a plan.

Noteable items:

Streetscape trees have a finite life.

Trees in the downtown are used as landscaping and for enhancement.

Need diverse species.

Need to consider suitability and safety.

Need soil preparation and drainage.

Need a comprehensive design plan

Question of the intersection of Whitewater & Main: Can we beautify the intersection?

David has contacted business owners about their concerns regarding problems caused by trees.

David will contact Chuck to set up meeting with Design committee.

The goal is to establish a comprehensive plan for trees and vegetation in landscapes, including a maintenance plan and develop a communication strategy of the plan

The plan should also specify Downtown's responsibility.

Richard Helmick moved and Rick Fassel seconded approval to move forward with the planning. Approved.

5. **Adopt a block** update.

Roni reported on Make a Difference Day clean up.

Discussed the need to resurrect the regular clean up.

It was suggested that we send thank you cards to groups who helped.  
And to the Whitewaterbanner

Generate a regular downtown clean up.

Meet on Wednesdays, 8:00-9:00 am

Communicate (Promotions) what is being done.

Propose that the Board endorse a joint DTWW effort for clean up.

This could be a community building activity in DTWW, a way of getting to know who the people are and taking pride in downtown.

In a general discussion it was noted that DTWW needs communication .

Also need to review the concerns identified in the initial development. (affinity dots)

What were the primary goals/need?

How are we doing?

What has been the effect of the rental units downtown.

What about own economic development for downtown?

How does DTWW benefit?

Need to be organized around goals and coordinated.

6. **Façade Grant poster** update - Rick and Dave reported that signs are at Pinnacle, Dale's, and Quiet Hut.

Rick get list of "yeses" to David.

Poster distribution will get done this week and then start on publicity.

7. **Meeting adjourned** at 9:40am.

Submitted by Roni Telfer